

CUSTOMER DATA COLLECTION

ABSTRACT

5 A method includes displaying a representation of a
customizable merchandise item on a marketing screen, the
screen having at least one response field for customer data
and at least one response field for a customization option,
receiving selection data from the customer, the selection data
10 usable for manufacturing the item, updating the displayed
representation based on the selection data and receiving a
customer response, the response representing customer data.